

Exam : 820-605

**Title : Cisco Customer Success
Manager (CSM)**

<https://www.passcert.com/820-605.html>

1. A Customer Success Manager was assigned a strategic new account.

Which action prepares them for the customer introduction meeting?

- A. Engage with the account team to understand the expansion opportunities.
- B. Perform a deep analysis of all the sales orders to the past 24 months.
- C. Document customer's current technical escalations.
- D. Speak the internal contacts to understand the customer's priorities and sentiment.

Answer: D

2. What is a lagging indicator of the customer achieving the value proposition?

- A. product deployment
- B. contract renewal
- C. decrease in the number of problem reports
- D. movement to evaluate stage

Answer: B

3. The customer has a new leadership team that expresses concern over the lack of adoption of a purchased solution.

Which two activities must the Customer Success Manager initiate to mitigate this risk? (Choose two.)

- A. Create a new Health Index dashboard with the Sales team.
- B. Evaluate the customer's expertise in managing the purchased solution.
- C. Examine solution pricing with the Renewals Manager.
- D. Schedule Quarterly Business Review with the new leadership team.
- E. Review the original business case and reassess desired outcomes with the new leadership team.

Answer: D,E

4. What is a common indicator of customer health?

- A. number of services purchased
- B. number of licenses purchased
- C. customer satisfaction metric
- D. amount of money spent on the solution

Answer: C

5. Which Customer Success activity is critical from the supplier perspective?

- A. identifying opportunities for sales expansion
- B. driving full adoption of the company's technology across all supported solutions
- C. ensuring the customer has a success plan and is achieving each milestone in a timely manner
- D. listening carefully to the customer's feedback and taking actions so the company's solutions can be improved

Answer: C

6. In which lifecycle stage would a lack of skilled resources be identified as a barrier?

- A. sales proof of concept
- B. late-stage adoption
- C. early-stage adoption

D. solution renewal

Answer: C

7.What is a business adoption barrier?

- A. solution is not implemented
- B. customer lacks technical knowledge
- C. services are unpurchased
- D. lack of customer stakeholder

Answer: B

8.What is the order of the key elements of process improvement for Customer Success?

- A. measure, define, analyze, control, improve
- B. define, measure, analyze, improve, control
- C. define, analyze, measure, improve, control
- D. analyze, define, measure, control, improve

Answer: B

Explanation:

Reference:

<https://www.pmi.org/learning/library/five-elements-process-oriented-project-6946#:~:text=DMAIC%20stands%20for%20Define%2C%20Measure,understand%2C%20and%20simply%20make%20sense>

9.Which two activities support Customer Success planning? (Choose two.)

- A. service ticket tracking
- B. adoption barrier identification
- C. quality control
- D. service delivery program management
- E. KPI tracking

Answer: B,E

10.A customer wants to deploy new technology. The Customer Success Manager is concerned the customer is not ready to adopt the solution.

Which steps with the Project and Operations teams ensure a successful adoption?

- A. Conduct an end-user assessment, determine gaps, and suggest appropriate training for all users of the new technology.
- B. Assign internal resources to develop and deliver training to the customer's IT staff to ensure the project is successful.
- C. Complete a knowledge assessment of the Project and Operations teams, determine gaps, and develop a training plan.
- D. Research the best training available for this new technology and ensure as many IT staff as possible attend the training.

Answer: A

11.A customer complains about the number of times they must explain their problems and ask different team members to find a solution.

How can this issue be avoided?

- A. Share the company's organizational chart with the support team.
- B. Provide customers with relevant use cases for the purchased solution.
- C. Ensure that the customer knows the point of contact for product training.
- D. Clarify roles and responsibilities with the stakeholders.

Answer: D

12.Refer to the exhibit.

Account Baseline								
Success Priorities	Solution	Stage and health						
Drive cost down while improving operational efficiencies	Product A	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product B	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product C	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product D	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product E	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product F	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize
	Product G	Purchase	Onboard	Implement	Use	Engage	Adopt	Optimize

Based on the stage and health reflected, what must be the first priority of the success plan?

- A. Design and propose a discount on product G.
- B. Contact and collaborate with the individuals involved in the onboarding of product E.
- C. Offer and encourage the opportunity for the customer to participate in a success story for product F.
- D. Identify and document barriers that impact product C.

Answer: D

13.Which factor delays time to value?

- A. unrenewed Success Plan
- B. unpaid invoice
- C. loss of project sponsor
- D. negative Net Promoter Score

Answer: C